**ENTR 3003 Growing The Business**

Draft Syllabus

**Instructor:** Alex Lawrence

**Classroom: TBD**

**Office:** 317B – Miller Administration Building

**Office Hours:** TBD

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**Prerequisites:** ENTR2002

**Course Description:** Continuing from course five (a), students and their startups will accelerate the pace of customer validation and acquisition. Heavier spending on sales and marketing activities will start to bring some scale to their startup. Paying jobs will begin to be created and the startup will be a living, breathing entity with revenues, expenses and profits to continue it on beyond the completion of the course. This course will focus on launching the business from a student run startup in a university setting, to a stand-alone company that can operate outside the confines of a college campus.

**Learning Objectives**: This course will focus on launching the business from a student run startup in a university setting, to a standalone company that can operate outside the confines of a college campus. Continuing from ENTR 3002, students and their startups will

* Accelerate the pace of customer validation and acquisition
* Explore opportunities for scaling
* Analyze the financial health of the startup

**Readings:** The required text and schedule for a 7-week course follow:

Feld, Brad. 2012. *Startup Communities: Building and Entrepreneurial Ecosystem in Your City*. Wiley.

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| **Week** | **Reading Assignment** |
| **1** | **Ch.1-2: Introduction & the Boulder Startup Community (SC)** |
| **2** | **Ch.3-4: Principles & Participants of a Startup Community** |
| **3** | **Ch5-6: Attributes of a Startup Community & Classical Problems** |
| **4** | **Ch.7-8: Activities, Events & the Power of Accelerating** |
| **5** | **Ch.11&13:The Power in the Community & Myths of the SC** |
| **6** | **Presentations** |
| **7** | **Presentations** |

In addition to this core text, students will watch current videos, read online articles and blogs, and also follow current news and updates.

**Grading:**

Students will be required to submit written work and do in class presentations. The breakdown for each is as follows. Final in class presentation = 200 points. Final reflective essay (5 double spaced pages maximum) = 300 points. In both the presentation and the reflective essay students will draw on their key business metrics to demonstrate an understanding of why their business was or was not a success. Reference to key theories and models will support their analysis. Grading will then be according to these guidelines:

425 - 500 points: A- to A+

350 - 424 points: B- to B+

275 - 349 points: C- to C+

200 - 274 points: D- to D+

0 - 199 points or below: F